



PROMOTIONS MEDIA PACK 2017

PROMOTIONS

What is promotional marketing and how can it give your business an unfair advantage?

Promotional marketing uses several techniques to raise customer interest and influence purchase as well as making a particular product or company stand out from its competitors.

Ultimately, the goal of any promotional marketing campaign is to raise awareness about a product or service and increase its appeal. Promotional marketing has the advantage of being valuable to both new customers and existing customers—it offers new customers a reason to try the product for the first time, while building loyalty with existing customers.

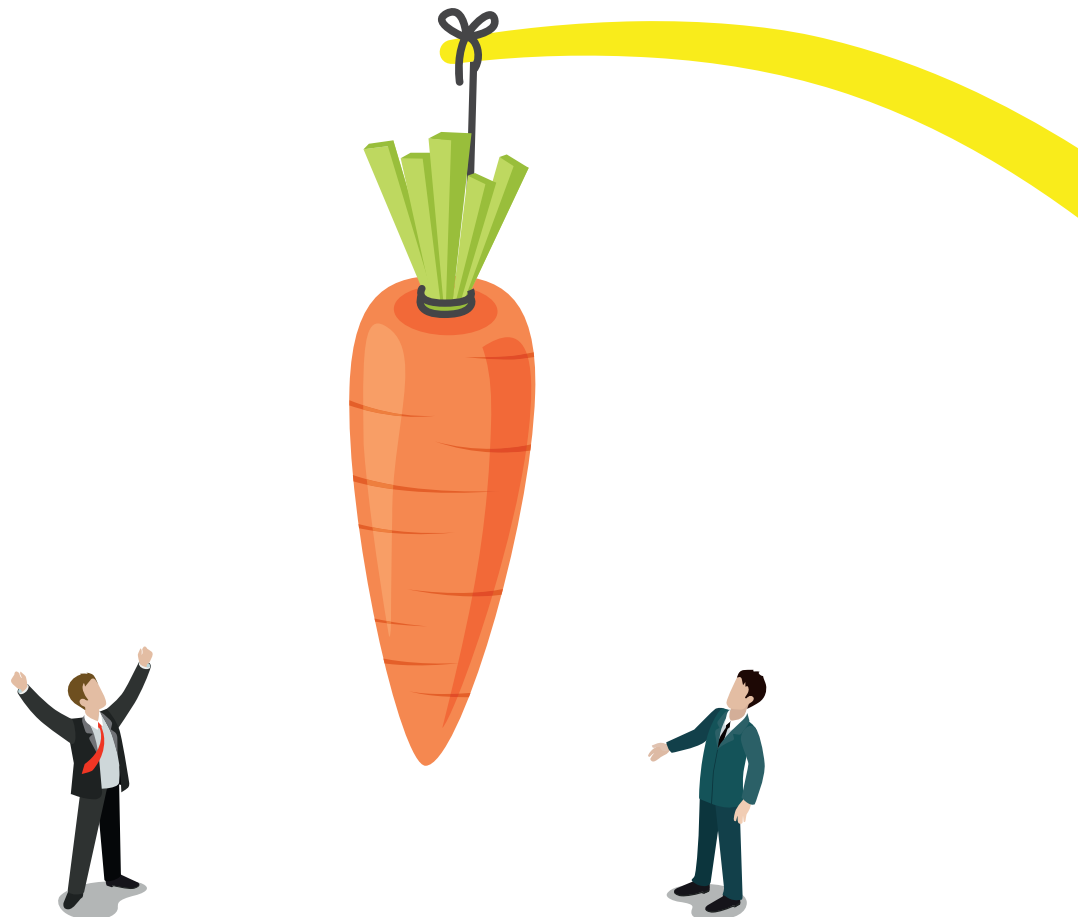
With a dedicated Promotions team, Newsquest South East offers numerous opportunities to help you enhance

your in-print and on-line advertising, some of which you may not have considered. They include:

- **Reader offers**
- **Competitions**
- **Sponsorship**
- **Product sampling**

This pack will give you an idea of the promotional opportunities we provide and how they work, as well as demonstrating the massive reach of our local titles.

If you are interested in any of the opportunities in this pack or you have any queries, please do not hesitate to contact us on 07702 805741.



IN NUMBERS

1.7 MILLION

COMBINED DE-DUPLICATED WEEKLY AUDIENCE Source: Telmar 2016

1.2 MILLION

WEEKLY READERS Source: JICREG 2015

5 MILLION

MONTHLY UNIQUE USERS Source: Omniture, H1 2017



As one of the UK's largest publishers, we can make sure your sales promotion gets seen. More than that, you can associate your business with our trusted and valued brands all of which are at the heart of their communities.

3 DAILY NEWSPAPERS

19 PAID-FOR WEEKLIES

29 FREE WEEKLIES

26 WEBSITES

4 MAGAZINE BRANDS

MULTI-MEDIA

A multi-media campaign will get your sales promotion seen by the largest possible audience.

The number of weekly visitors to our network of local news websites continues to grow and readers now engage with our brands across multiple devices. Online, we reach 1.4 million people every week.

AVERAGE WEEKLY VISITORS

121,090

HERTS AND MIDDLESEX

88,458

NORTH WEST LONDON

60,378

EAST LONDON AND WEST ESSEX

191,929

SOUTH EAST LONDON

183,918

SOUTH WEST LONDON

254,954

SOUTH ESSEX

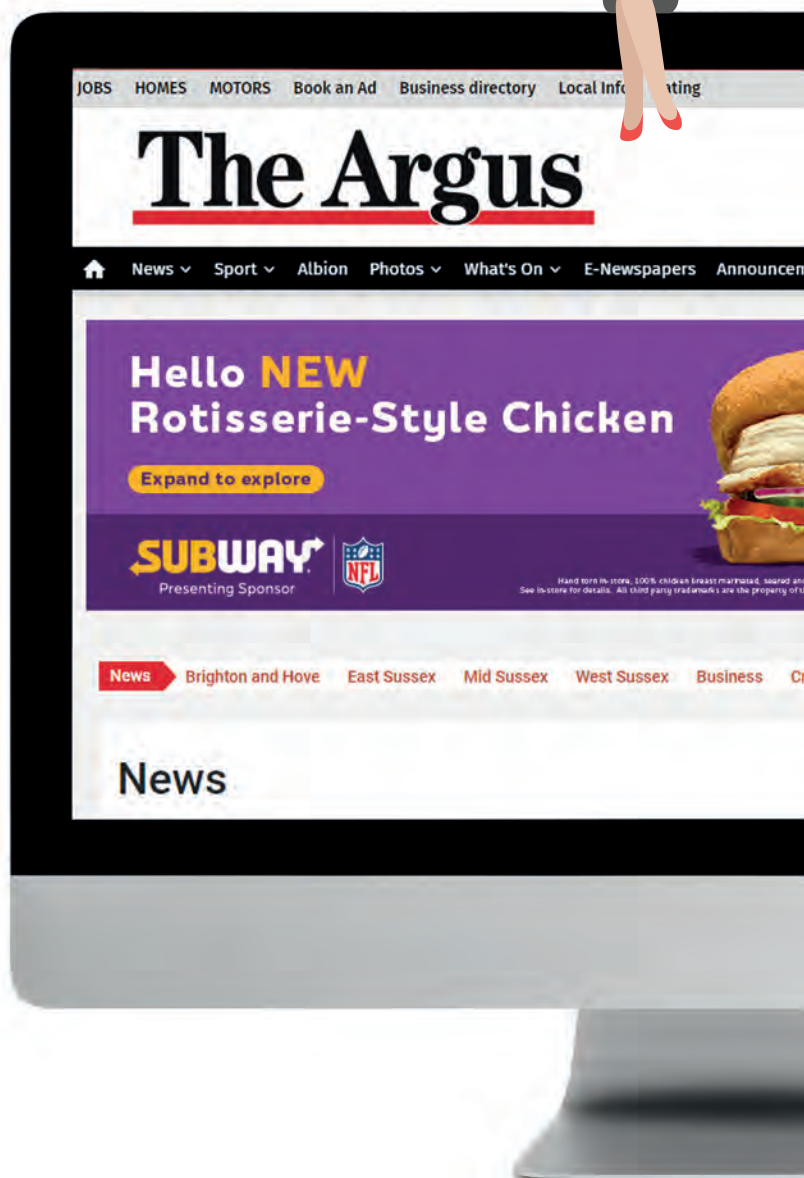
220,403

NORTH ESSEX

281,240

SUSSEX

Source: Omniture, August 2017



PORTFOLIO

NORTH LONDON

1 Hertfordshire & Middlesex

Watford Observer
watfordobserver.co.uk

St Albans & Harpenden Review
stalbansreview.co.uk

Harrow Times
harrowtimes.co.uk

2 North West London

Barnet Borough Times
times-series.co.uk

Borehamwood & Elstree Times
borehamwoodtimes.co.uk

Tottenham Independent
thetottenhamindependent.co.uk

Enfield Independent
enfieldindependent.co.uk

3 East London & West Essex

Epping Forest Guardian
eppingforestguardian.co.uk

Chingford Guardian
Waltham Forest Guardian
Wanstead & Woodford Guardian
guardian-series.co.uk

SOUTH LONDON

4 South & West London

Richmond and Twickenham Times
rttimes.co.uk

Croydon Guardian
croydonguardian.co.uk

Epsom Guardian
epsomguardian.co.uk

Sutton Guardian
suttonguardian.co.uk

Wandsworth Guardian
wandsworthguardian.co.uk

Wimbledon Guardian
wimbledonguardian.co.uk

Surrey Comet
surreycomet.co.uk



5 South East London

Bexley News Shopper
Greenwich Borough News Shopper
Dartford & Swanley News Shopper
Bromley News Shopper
Lewisham News Shopper
newsshopper.co.uk

ESSEX

6 North Essex

Daily Gazette — Colchester
Essex County Standard
gazette-news.co.uk

Braintree and Witham Times
braintreeandwithamtimes.co.uk

Chelmsford and Mid Essex Times
chelmsfordandmidsextimes.co.uk

Clacton and Frinton Gazette
clactonandfrintongazette.co.uk

Halstead Gazette
halsteadgazette.co.uk

Harwich and Manningtree Standard
harwichandmanningtreestandard.co.uk

Maldon and Burnham Standard
maldonandburnhamstandard.co.uk

Tiptree Tribune

7 South Essex

Daily Echo — Basildon
Daily Echo — Southend
Daily Echo — Canvey
echo-news.co.uk

Southend Standard
Castle Point Rayleigh Standard
southendstandard.co.uk

Basildon Standard
basildonstandard.co.uk

Thurrock Gazette
thurrockgazette.co.uk

8 SUSSEX

The Argus
South Coast Argus
Mid Sussex Argus
Worthing Argus
theargus.co.uk
redhillandreigatelife.co.uk

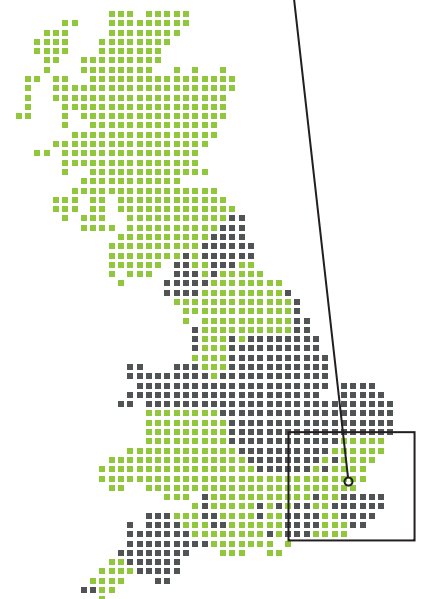
COVERAGE



Local newspaper business with a national reach

Newsquest South East covers London, Essex and Sussex but, as part of one of the largest regional media companies in the UK, we can extend your reach across the whole country, if required.

With newspapers and websites covering communities from Cornwall to Scotland and most points in between, Newsquest titles are read by a substantial proportion of the population. In fact, 6 million people read our printed products each week while online we have 1.48 million visitors every day to our network of local news sites.



To discuss your sales promotion call Laura Rigby on **07702 805741** or email her at laura.rigby@newsquest.co.uk

READER OFFERS

Reader offers are a highly measurable and engaging way to stand out from the crowd

HOW IT WORKS

You decide the offer—a minimum of a “2 for 1” or equivalent value must apply. You can supply the copy (maximum of 150 words), pictures, logos, plus any redemption instructions and Terms and Conditions you wish. We will then create the artwork, with your input and full approval.

The campaign can last from one day to two weeks depending on your requirements. We will supply a detailed time-line of coverage once the offer has been agreed. Only one “2 for 1” Reader Offer will appear at any time so space is limited.

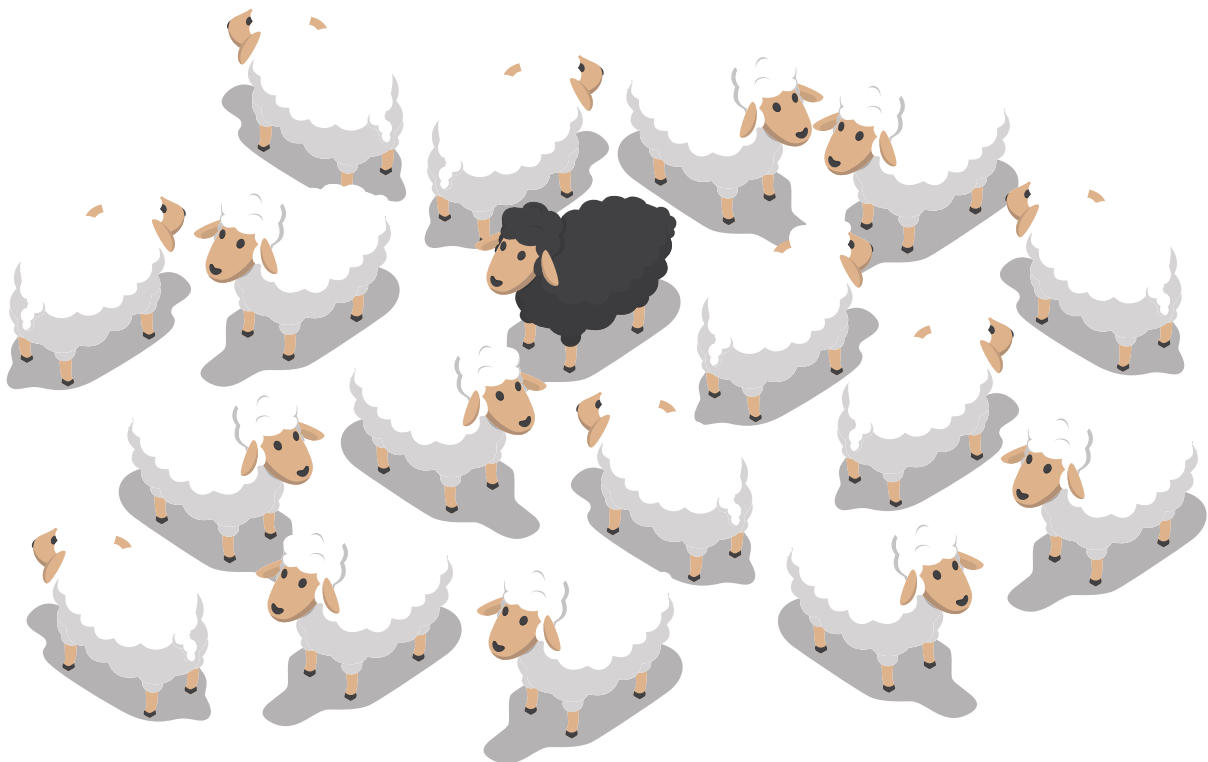
IN-PAPER AND ONLINE PRE-PROMOTION

If you want to book optional space in the newspaper or on our website to pre-promote your offer, we can take care of this for you.

EXTRA VALUE TO YOU

We acknowledge that a good Reader Offer is a benefit to us in terms of both content and potential newspaper sales. As a result, where appropriate, you will benefit from the following additional free exposure and added value for your offer.

- Strong editorial support, including possible Front Page branding opportunities.
- A2 news bills and/or posters at newspaper outlets.
- Email broadcast to our database of readers.
- SMS text messages to our database of readers.
- Presence on our Reader Offers page on-line.
- In-store or at-event promotions, where suitable.
- Redemption mechanics where required.



COMPETITIONS

Boost your print and online advertising with a competition and everyone's a winner

HOW IT WORKS

You decide what you'd like to give away as a prize or prizes. There is a minimum prize value of £500 for our standard competitions.

You can supply the copy (maximum of 250 words), pictures, and logos, plus any relevant redemption instructions and terms and conditions you wish. With your input, we will then create the competition entry criteria and artwork. You will have full approval.

IN-PAPER AND ONLINE PRE-PROMOTION

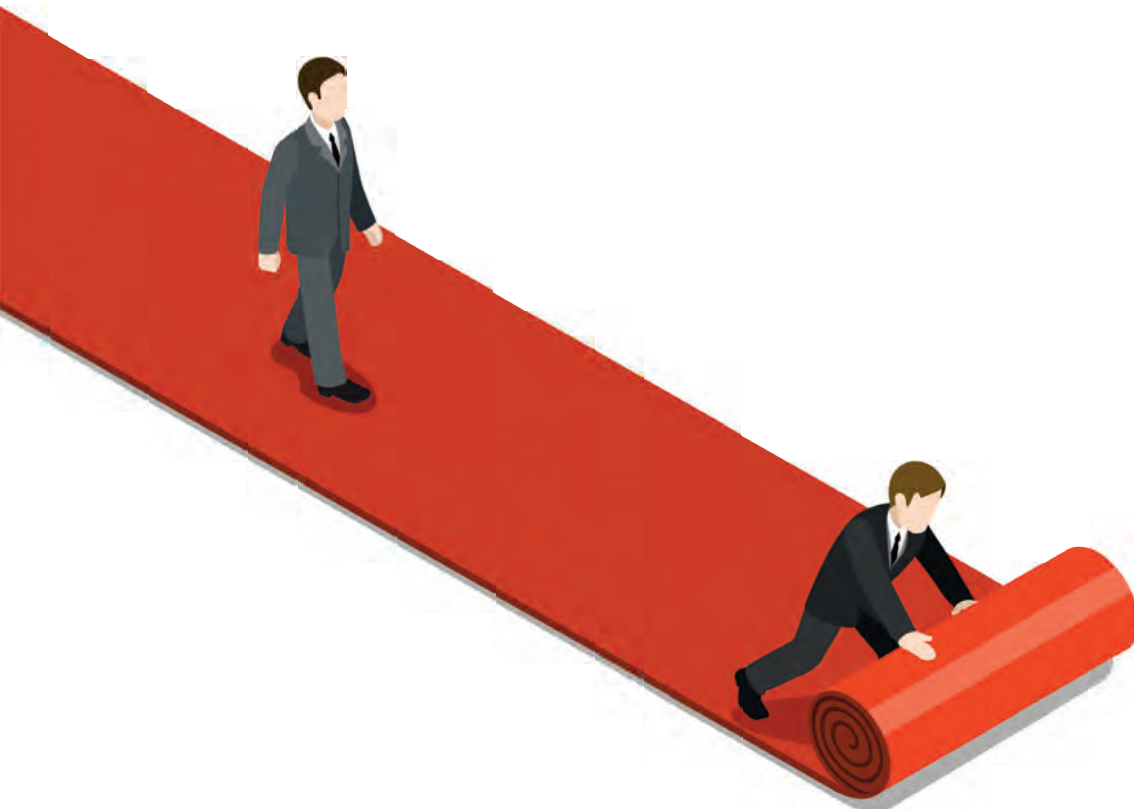
Standard competitions will receive a one-off insertion. For competitions with larger prize values, we will supply a detailed time-line of coverage once the competition has been agreed.

Only one competition will appear at any given time so space is limited. If you wish to book optional space in any of our newspapers either in print or online to pre-promote your competition, we can organise this for you.

EXTRA VALUE TO YOU

Because we realise that your competition has benefit to us in terms of both content and potential newspaper sales, you will benefit from the following additional free exposure and value when appropriate:

- Strong editorial support, including possible Front Page branding opportunities.
- A2 news bills and/or posters at newspaper outlets.
- Email broadcast to our database of readers.
- SMS text messages to our database of readers.
- Presence on our Competitions page on-line.
- In-store or at event promotions, where suitable.
- Redemption mechanics where required.



SPONSORSHIP

Numerous opportunities to promote your brand both in print and online

HOW IT WORKS

Sponsorship can range from one off events, such as charity golf days, food awards, motor shows etc., to sponsorship of individual publications or sections of publications.

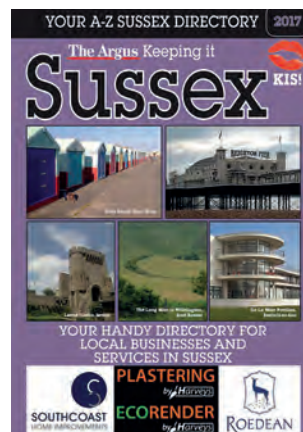
As sponsorship opportunities are so varied, each project will be discussed on an individual basis.

We are very selective about who we work with but are always delighted to speak to any interested parties. Sponsorship opportunities will be awarded on a first-come-first-served basis.

SOME BENEFITS OF SPONSORSHIP

- Increased brand or product awareness.
- Potential to reach massive, targeted audiences across the regions.
- Increased customer spends on products or services.
- Association with much-loved and trusted brands.
- Opportunity to satisfy your corporate social responsibility.
- Create merchandising opportunities.

SPONSORSHIP EXAMPLES



PRODUCT SAMPLING

Create brand awareness and turn our readers into your customers

HOW IT WORKS

If you have a new product to launch or would simply like to raise customer awareness of an existing brand, then look no further than our portfolio.

Our aim is to provide you with a simple yet effective sampling campaign, whilst providing value to our readers.

We can offer comprehensive coverage both in-paper and online with product sampling at some of the most well-attended events across the region.

We can tailor your specific needs into a complete promotional package through which we can sample your product to our readers. From road shows and in-store promotions to 1 for 1 sampling, we can help you deliver the right results for your business.

EXAMPLE EVENTS FOR SAMPLING

Exhibitions

Fun runs

Sporting events

Fireworks night

Food festivals

Clacton Airshow

Motor shows

Brighton Pride

Shoreham Airshow

Southend Carnival

Chingford Festival

Xmas light switch-ons

WHAT YOU GET

- A detailed pre-sampling plan.
- In-paper advertising promoting the sampling event.
- Online advertising promoting the sampling event.
- A dedicated promotions team to manage the sampling event for you.
- Promotion of your product.
- Distribution of your promotional flyers/leaflets at the sampling event and through our local offices.
- Opportunity for our staff to wear your branded promotional clothing at the sampling event, if provided.
- A comprehensive portfolio of sampling coverage, adverts and photos taken at the event.
- Full campaign feedback both from the general public and participating staff.



CLIENTS INCLUDE...



HERE TO HELP

Free artwork and design service

HOW IT WORKS

If you choose to run a reader offer, competition, become a media partner or sponsor, or choose to run a product sampling with us, our team of fantastic designers will create the artwork for you free of charge. As part of the service we provide, if you have specific copy, pictures or logos you wish to be used, which are relevant to the promotion, we will make sure they are included. And you'll have final approval before anything appears in-paper or online.

Dedicated promotions team ready to help

EXTRA VALUE TO YOU

If you are interested in any of the opportunities outlined in this pack or you have any queries regarding promotions marketing, please do not hesitate to contact the Promotions Department on **07702 805741**. Alternatively, email us at laura.rigby@newsquest.co.uk and we will be happy to help.

